



# TRADE SHOW OPPORTUNITY



# INTERNATIONAL FOOD AND DRINK EXHIBITION

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## LONDON, ENGLAND

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**The Show:** IFE (the International Food and Drink Exhibition) is the United Kingdom's largest international food and drink exhibition. Organized by FreshRM (in conjunction with its U.S. partner, Reed Exhibition Companies), IFE typically attracts over 25,000 visitors from around the world.

**Location:** ExCel, Royal Docks  
London, England

**Dates:** March 13-16, 2005

**Deadline:** Feb. 1, 2005

**The Market:** The United Kingdom is currently the eighth-largest export destination for U.S. agricultural products. Best product prospects include wines, beer, tree nuts, processed fruits and vegetables, fresh fruit, sauces and marinades, confectionery, health foods, snack foods, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood and frozen foods. With a common language, similar consumer preferences and trends, and a strong economy, the United Kingdom is a clear choice for U.S. companies looking to increase export sales.

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